

Be Financially Fearless

MASTER YOUR RELATIONSHIP WITH MONEY

PURSE strings™



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HISTORY

Purse Strings, LLC was founded in 2015 after decades of observation and current research showed women were underserved by the insurance / financial industries, leaving them unprepared for the future and often leading to poverty or women working far beyond the age of retirement.



TARGET INDUSTRIES

*Property and Casualty Insurance
Financial Services*

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Chicago Start-up Harnesses & Promotes the Power of the Female Dollar

1871 WiSTEM Alumni, Purse Strings, Launches New Website

CHICAGO, IL – Purse Strings, a local start-up empowering women to take hold of their financial future, officially launched their new website today. Barbara Provost, founder and 1871 WiSTEM alum, sees that women are being chronically underserved by the insurance and financial industries. With spending power targeted at \$14 trillion, women represent a major market force that deserves specialized attention and knowledge to maximize earning potential.

“Purse Strings has the potential to change the insurance and financial field in a huge and measureable way,” said Provost. “I saw women in my circle, and beyond, being ignored and blatantly pandered to when they consulted their insurance and financial professionals. On the other side of the coin, I saw that this kind of valuable real-life information wasn’t being shared with women, so they didn’t know how to approach these hurdles in their life.”

Not only does Purse Strings equip women from all stages of life with the tools they need to tackle a wide range of financial hurdles, but it provides the training, knowledge, and skills for insurance and financial professionals to reach, engage, and earn the female dollar. By preparing both the consumer and the service provider, Purse Strings sets up both sides for success, ultimately making a lasting and beneficial match.

Purse Strings provides training, insight, promotion, marketing, and an established certification for insurance and financial professionals as well as access to the entire Purse Strings member community as an established and trusted resource. The website also provides community members with free financial education resources, guidance, and support including events and a database of Purse Strings certified professionals that have been vetted, trained, and are committed to addressing the specific financial needs of women.

“I’ve seen the programs that have been used in the past and they don’t begin address the individualized needs of women,” said Provost. “I saw a chance to design a service that will not only teach these organizations how to reach women, but also teach women what they need to know to plan their financial futures for themselves and their families. This knowledge will provide a secure and powerful

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future for women, it's my true calling.”

Provost's background in education, financial services, and insurance spans decades and boasts a doctorate in education as well as dual masters degrees. Given her extensive experience in developing curriculum and training programs for major insurance agencies and financial institutions, including the World Bank, Provost has been able to design a model that bridges the gap between what financial institutions provide and what women need from these organizations. This service that addresses both the consumer and the service provider is unlike any other education and training resource on the market.

Barbara Provost is available for media opportunities and speaking engagements to share more about the Purse Strings model and how it can empower women all across the country and bolster the insurance and financial industry. To arrange, please contact Genevieve Billia at 773-828-9416 or Genevieve.billia@gmail.com

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